an Internet browser stored in the memory, the Internet browser being dynamically loadable for execution on the processor when the tuner is tuned to a channel carrying a video content program that is interactive.--

--57. A viewer computing unit as recited in claim 56, and further comprising:

an electronic programming guide (EPG) stored in the memory and executable on the processor to organize programming information, the EPG associating a target specification to a target resource with a video content program; and

the Internet browser activating the target resource when the tuner is tuned to the video content program. --

--58. A method for presenting an interactive program, comprising the following steps:

receiving a program as a continuous stream of video data;

receiving digital data for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality;

dynamically controlling location and shape of the program boundary and the presentation format of the supplemental content relative to the program boundary on the visual display screen; and

presenting the supplemental content outside of the program boundary.--

--59. A method for presenting an interactive program, comprising the following steps:

receiving a program from a first source as a continuous stream of video data;

receiving digital data from a second source that is different than the first source for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality; and

synchronizing presentation of the supplemental content to corresponding points in the program.--

--60. A computer programmed to perform the following steps:

receiving a program from a first source as a continuous stream of video data;

receiving digital data from a second source that is different than the first source for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality; and

dynamically controlling location and shape of the program boundary and the presentation format of the supplemental content relative to the program boundary on the visual display screen.--

--61. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:

determining if the program is interactive compatible, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications; and

in an event that the program is interactive compatible, retrieving a target specification associated with the program and dynamically launching an Internet browser to activate the target resource in support of interactive functionality for the associated program.--

--62. A computer-implemented method as recited in claim 61, wherein the target specifications are correlated with associated programs in a program listing, and further comprising the following steps:

checking the program listing to ascertain whether the program is interactive compatible; and

determining that the program is interactive compatible by presence of a target specification being associated with the program in the program listing.--

--63. A computer programmed to perform the steps recited in claim 61.

--64. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:

determining if the program is interactive compatible by checking a channel separate from said program channel for presence of the supplemental content in conjunction with the program being received on said program channel, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications; and

in an event that the program is interactive compatible, retrieving a target specification associated with the program and dynamically launching an Internet browser to activate the target resource in support of interactive functionality for the associated program.--

--65. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:

determining if the program is interactive compatible, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications;

displaying an icon to visually inform the viewer that the program is interactive compatible; and

in an event that the program is interactive compatible, retrieving a target specification associated with the program and launching an Internet browser to activate the target resource in support of interactive functionality for the associated program.--

--66. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:

determining if the program is interactive compatible, where interactive compatible programs are associated with target resources containing data which support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications;

displaying the interactive supplement content in response to the viewer activating the icon; and

in an event that the program is interactive compatible, retrieving a target specification associated with the program and launching an Internet browser to activate the target resource in support of interactive functionality for the associated program.--

--67. A computer-implemented method for activating interactive supplemental content for a video content program upon tuning to a channel carrying the program, comprising the following steps:

determining if the program is interactive compatible, where interactive compatible programs are associated with target resources containing data which

support interactive functionality in conjunction with the associated programs, the target resources being located by corresponding target specifications;

in an event that the program is interactive compatible, retrieving a target specification associated with the program and launching an Internet browser to activate the target resource in support of interactive functionality for the associated program; and

automatically displaying the interactive supplement content together with the interactive compatible program.--

--**68**. A method for creating a data structure in a storage medium that is used to organize programming information, comprising the following steps:

forming data fields in a storage medium to hold programming information pertaining to video content programs, some of the data fields holding text-based data; and

adding a target specification which references a target resource containing data that supports interactive functionality with respect to various ones of the video content programs by at least one of (1) forming a separate data field to hold the target specification for an associated video content program, or (2) embedding the target specification within the text-based data held in a data field.--

--**69**. A computer programmed to perform the steps recited in claim 68.--

--**70**. A storage medium having a data structure created according to the steps recited in claim 68.--

--71. A method for authoring an interactive entertainment program, comprising the following steps:

constructing digital data to support interactive functionality with a video content program, the digital data being configured to permit a viewer to interactively control display of supplemental content along with the video content program;

defining a display layout of how the supplemental content and the video content program are displayed in relation to one another;

developing timing information to synchronize presentation of the supplemental content in conjunction with the video content program; and

encoding the digital data with instructions to dynamically change the display layout of the supplemental content and the video content program and to alter the display layout of the supplemental content and the video content program in response to the timing information.--

--72. A method for authoring an interactive entertainment program, comprising the following steps:

constructing digital data to support interactive functionality with a video content program, the digital data being configured to permit a viewer to interactively control display of supplemental content along with the video content program;

defining a display layout of how the supplemental content and the video content program are displayed in relation to one another;

encoding the digital data with instructions to dynamically change the display layout of the supplemental content and the video content program; and

storing the digital data with instructions as a target resource in a storage medium.--

--73. A target resource stored in a storage medium which is constructed according to the steps recited in claim 39.--

--74. A computer programmed to perform the following steps:

constructing digital data to support interactive functionality with a video content program, the digital data being configured to permit a viewer to interactively control display of supplemental content along with the video content program;

defining a display layout of how the supplemental content and the video content program are displayed in relation to one another; and

encoding the digital data with instructions to dynamically change the display layout of the supplemental content and the video content program.--